



Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York



Small Children's Shop For Girls and Boys From Infancy to Six Years



3—Imported Paris hand made and hand smocked pantalette dress of fine chambray in lavender, blue or pink; detachable pantalettes. 2 to 6 years. 5.95

5—Imported Paris hand made and hand drawn sleeveless dress of cotton voile in lavender, blue, cor or yellow; new in design, soft and lovely in effect. 2 to 6 years. 6.95

7—Imported Paris hand made and hand drawn bloomer dress of fine batiste in Nattier blue, rose or lavender; detachable bloomers. 2 to 6 years. 3.95

9—Imported Paris hand made dress of dotted white batiste with pink, blue, lavender or yellow dots; solid color organdie is hand fagotted on hem and sleeves. 2 to 6 years. 8.95

IMPORTED DRESSES

From Paris, London and Brussels

With all the Fineness of Imported Fabrics—all the Finesse of Deft Handwork and all the Charm of Unusual and Uncopyable Designs.

MODERATE PRICES

The NEW BABY BOOK

Everything for the Baby—Apparel, Layettes and Nursery Furniture—Listed, Pictured and Priced. Sent Free Upon Request.

11—Imported from Brussels hand-made slip-over dress of white cotton voile applied in rose, blue, lavender or yellow. 2 to 6 years. 6.95

13—Boy's Imported Paris suit of fibre silk tricolette, a very smart, cool and well wearing fabric, in sand, peacock or navy trimmed with sand ribbonette. 2 to 5 years. 12.50

15—Imported Paris dress of fibre silk tricolette in sand, peacock, jade or coral, trimmed with black ribbonette; also navy blue with sand. 2 to 6 years. 12.50

17—Imported London hand smocked and hand embroidered bloomer dress of fine ribbed cotton cloth, in pink, blue or lavender; hand smocked detachable bloomers. 2 to 6 years. 5.75



19—Hand smocked bloomer dress of Imported checked gingham in lavender, blue or green and white checks; hand applique design on pockets; detachable bloomers. 2 to 6 yrs. 6.95

21—Pantalette dress of imported striped cotton crepe in blue, rose, lavender or gold, hand applique embroidered design; detachable pantalettes. 2 to 6 years. 3.75

23—Pantalette dress of imported cotton crepe in pink, blue or lavender; applique embroidery, novelty stitching; detachable pantalettes. 2 to 6 years. 2.95

25—Hand embroidered beach romper of chambray in pink, blue or tan; yoke and sleeves of white repp embroidered in contrasting colors. 2 to 4. 2.95

27—Hand smocked bloomer dress of Imported Anderson gingham in lavender, red, green or tan pinchecks; white linen collar and cuffs with real Irish picot; hand hemmed skirt, detachable bloomers. 2 to 6 yrs. 14.50

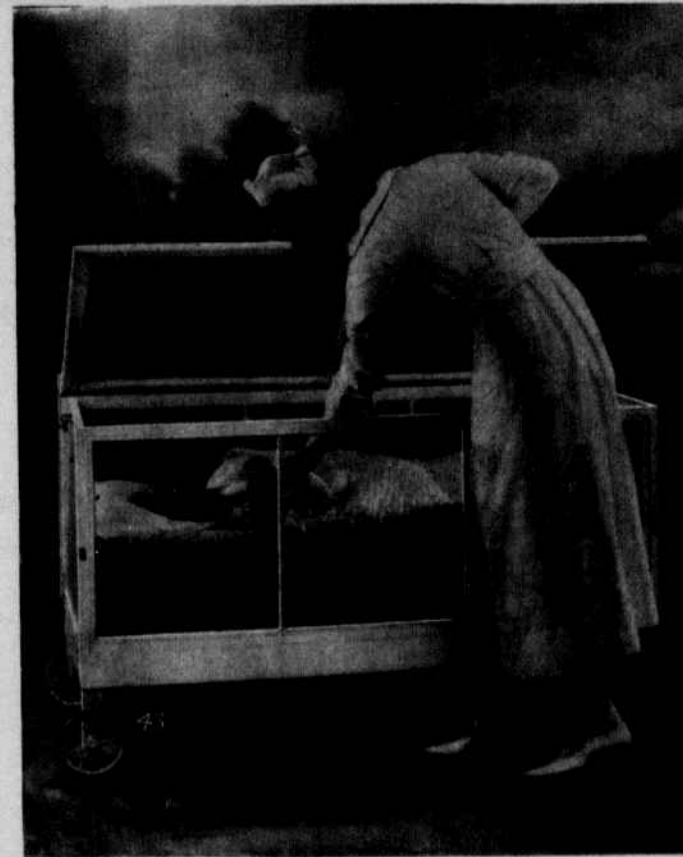
29—Hand smocked pantalette dress of natural color silk pongee, hand smocked and hand novelty stitched in brown, blue or red; detachable pantalettes. 2 to 6 years. 9.50

Prompt Delivery Free, Anywhere in the United States. Phone 6900 Fitz Roy

CHILDREN'S SPECIALIST SHOE SHOP Third Floor



SMALL CHILDREN'S APPAREL SHOP
Fifth Floor



CHILDREN'S HAIR CUTTING SHOP
Fifth Floor

Franklin Simon & Co.

31—Hand embroidered and hand smocked creeper romper of plisse crepe in pink, blue or yellow, also white; trimmed and smocked in pink or blue. 1 to 3 years. 1.85

33—Boys' hand embroidered and hand smocked suit of natural color silk pongee, emb'd in brown or blue. 2 to 5 yrs. 5.95

35—Peggy romper of chambray in pink, blue, buff or lavender; white repp waist. 2 to 4 years. 1.50

37—Boys' hand embroidered Russian model suit of imported cotton crepe in blue, lavender or leather color. 2 to 4 years. 9.75

39—Girls' hand emb'd Russian model bloomer dress of imported cotton crepe in blue, lavender, peach or orange; hand hemmed skirt; detachable bloomers. 2 to 6 yrs. 9.75

41—"Bathinette"—Bath Tub and Dressing Table combined—of white enameled wood, bath tub of white rubber, dressing table of white canvas, with cretonne pockets. Table can be elevated to two heights; soap tray and towel rack attached. 12.75

43—"Better Baby" Crib, (collapsible) of white enameled wood, wire screened, rubber tired wheels, sliding screen top, canvas sun and light shield, with spring and mattress. 26 x 52 inches. 30.50

43a—"Better Baby" Crib. 24 x 42 ins. 28.50

We do not pay out-of-town transportation charges on nursery furniture.